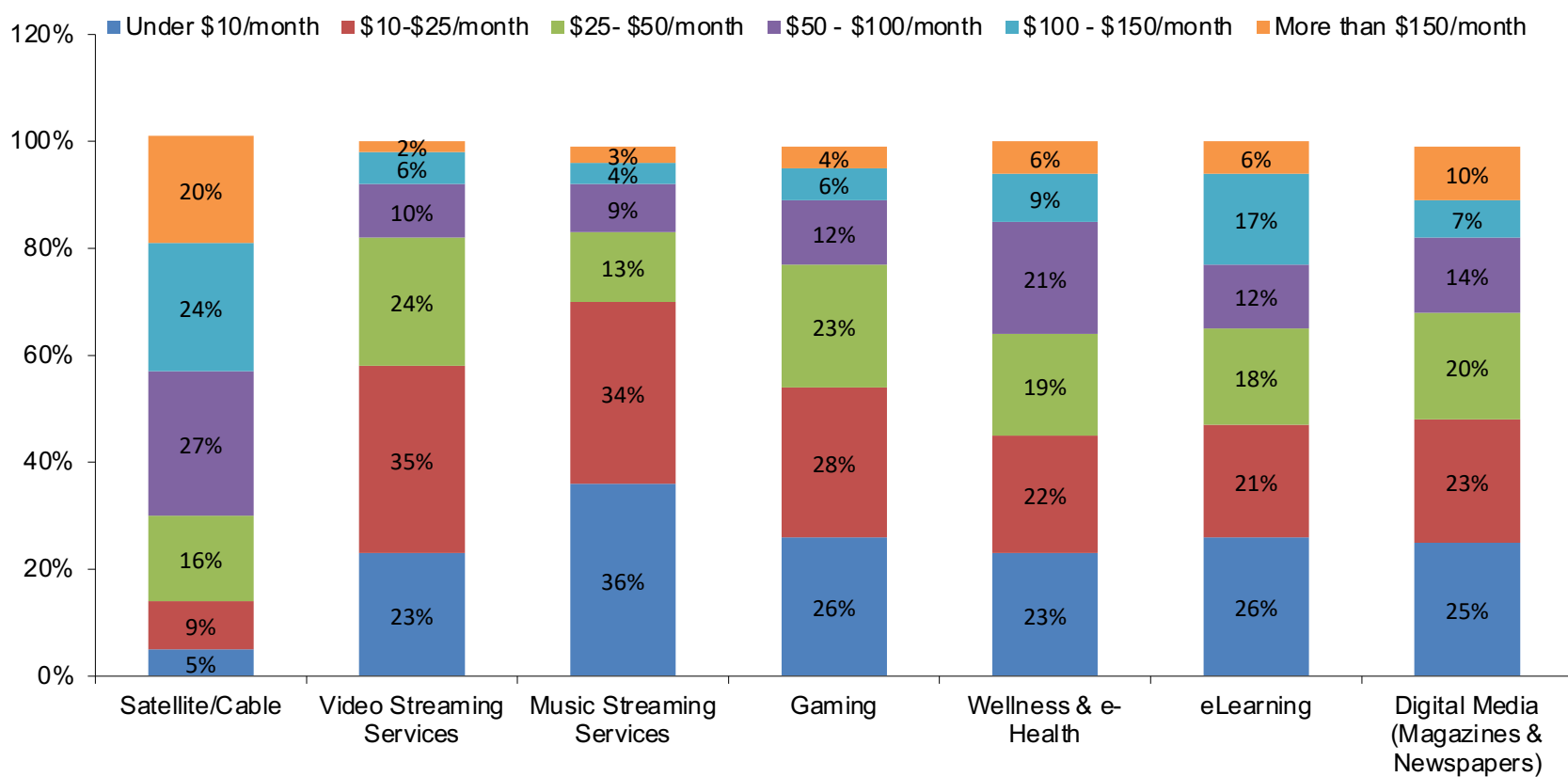


Amdocs announced the findings from its *New Streamer 2021 Report*, which surveyed 1,000 consumers in the U.S. about their preferences around streaming and subscription services. The data revealed that content and communications providers must offer more than competitive pricing to retain and attract new subscribers, especially as the pandemic changed expectations across the board.

1 Consumers are Adding Digital and Streaming Services More Than They are Cutting the Cord

The demand for a continuous flow of content has diversified consumers' subscription services. While the pandemic has driven streaming hours up, consumers aren't turning to video streaming services as a replacement – marking an unexpected turn for the cord-cutting revolution. In fact, cable spending is still high in the US. With only 8% of U.S. consumers canceling a satellite/cable subscription and 34% of U.S. consumers adding video streaming services, cord-cutting options are more of an addition to consumers' personal content bundles, rather than a replacement.

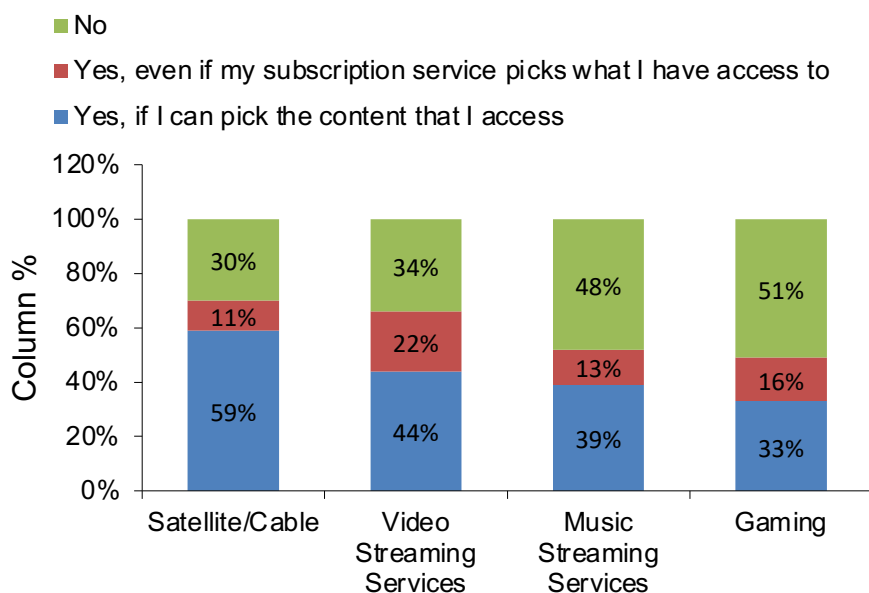
Where Consumers are Spending Their Money on Content (U.S.)



2 Consumers Want Flexible Content Models from Subscription Providers

Cost is no longer the most significant reason consumers stick with a subscription service. When asked what drives their loyalty, almost half of consumers said the amount of content, followed by the quality of content (43 percent) and pricing (24 percent). Notably, consumers are very interested in selecting specific shows from different providers to create a unique content bundle, and are even willing to pay more for this feature.

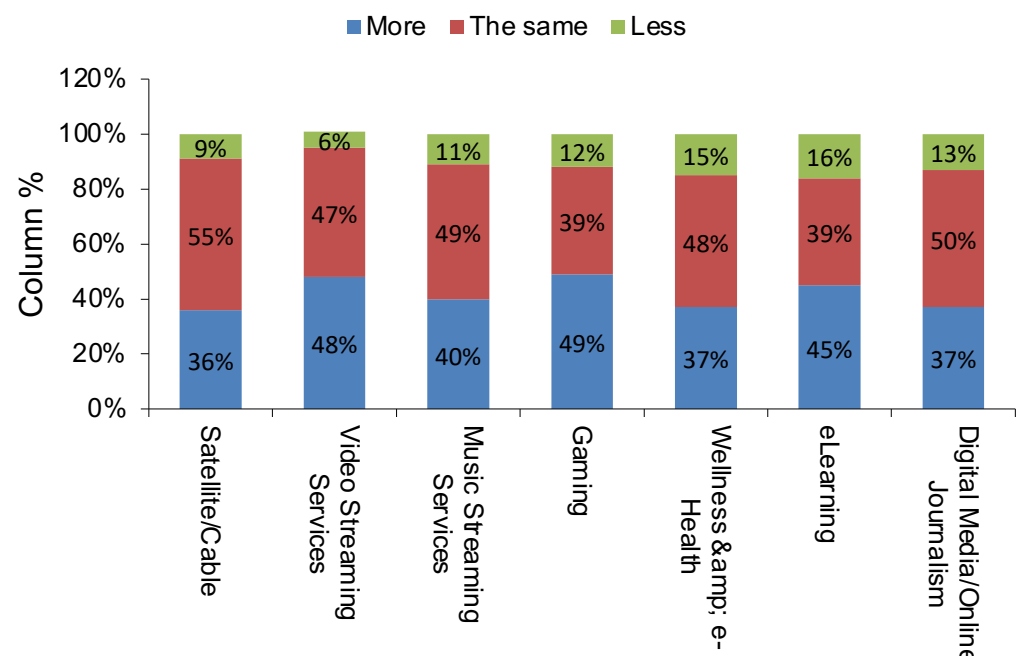
Consumers Would Pay More for Unique Content Bundles (U.S.)



3 The New Normal has Driven New Experiences, and Gaming is on the Rise

In the U.S., many people kept their subscription usage the same before and during the pandemic, but some services are seeing a rise. Of the new virtual experiences being explored, online gaming has shown a dramatic increase among consumers, with 49 percent claiming they are playing more than before the pandemic, followed by video streaming services (48%) and eLearning (45%).

Time Spent on Services Since Start of the Pandemic (U.S.)



*Source: January 2021 Dynata survey of 2,000 consumers in the United States and United Kingdom